

19 April 2023

B90 Holdings plc

("B90", the "Company" or the "Group")

Grant of Options

B90 Holdings (AIM: B90), the online marketing and operating company for the gaming industry, announces that it has granted options over, in aggregate, 11,500,000 ordinary shares of no par value ("**Ordinary Shares**") to certain directors and employees of the Company (the "**Options**").

The Options have an exercise price of 6.2p per share, being the latest closing mid-market price per Ordinary Share prior to grant. The terms of the Options are the same as the terms of the Company's Long Term Incentive Plan - May 2016 (as amended). The Options will vest in equal instalments over the four years following the first anniversary of the date of grant and any of the Options that remain unexercised on the fifth anniversary of the date of grant will lapse. Details of the Options that have been granted to Directors are summarised in the table below:

Individual(s)	Number of Options granted	Grant date	Exercise price	Total number of options following this issue
Ronny Breivik	3,000,000	18-Apr-23	6.2p	6,000,000
Marcel Noordeloos	3,000,000	18-Apr-23	6.2p	8,100,000
Mark Rosman	3,000,000	18-Apr-23	6.2p	6,550,000
Martin Fleisje	750,000	18-Apr-23	6.2p	750,000

Following today's grant of Options, the Company has, in aggregate, 34,455,000 options outstanding, representing approximately 12.2% of its issued share capital.

1	Details of the persons discharging managerial responsibilities	
a)	Name	<ol style="list-style-type: none">1. Ronny Breivik2. Marcel Noordeloos3. Mark Rosman4. Martin Fleisje
2	Reason for the notification	
a)	Position/status	<ol style="list-style-type: none">1. (Interim) Executive Chairman2. Finance Director3. Non-Executive Director4. Non-Executive Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer	

a)	Name	B90 Holdings plc							
b)	LEI	2138007KWLZHV511A979							
4	Details of the transaction(s):section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument	Options over Ordinary Shares of no par value							
	Identification code	ISIN for Ordinary Shares: IM00BYT32K14							
b)	Nature of the transaction	Grant of options							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Option Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td rowspan="4">6.2p</td> <td>1. 3,000,000</td> </tr> <tr> <td>2. 3,000,000</td> </tr> <tr> <td>3. 3,000,000</td> </tr> <tr> <td>4. 750,000</td> </tr> </tbody> </table>	Option Price(s)	Volume(s)	6.2p	1. 3,000,000	2. 3,000,000	3. 3,000,000	4. 750,000
Option Price(s)	Volume(s)								
6.2p	1. 3,000,000								
	2. 3,000,000								
	3. 3,000,000								
	4. 750,000								
d)	Aggregated information - Aggregated volume - Price	- Options over 9,750,000 shares - 6.2p per share (exercise price)							
e)	Date of the transaction	18 April 2023							
f)	Place of the transaction	Outside a trading venue. New Ordinary Shares issued on exercise of options will be admitted to trading on AIM, London Stock Exchange							

For further information please contact:

B90 Holdings plc

+44 (0)1624 605 764

Ronny Breivik, Interim Executive Chairman
Marcel Noordeloos, Chief Financial Officer

Strand Hanson Limited (Nominated Adviser)
James Harris / Richard Johnson / Rob Patrick

+44 (0)20 7409 3494

Zeus Capital Limited (Broker)
Louisa Waddell / Tim Dainton

+44 (0)20 3829 5000

Belvedere (Financial PR & IR)

+44 (0)20 3008 6864

John West / Llewellyn Angus

About B90 Holdings plc

B90 Holdings plc is a group of companies focused on the operation of its own online Sportsbook and Casino product as well as marketing activities for other online gaming companies.

Website: www.b90holdings.com